

Why Is Involvement by the Hearing Industry Important?

We've been asked, "Why is it important for the hearing aid manufacturers to get involved? Why doesn't the developer, *Each Ear LLC*, produce and distribute the Retrofit directly to the hearing aid clinics?"

The answer is: Both for efficiency and price. Production by the manufacturers would benefit from their massive production capacity and extensive networks of retail clinics. These efficiencies would permit the low estimated retail price of \$15 or less.

Also, manufacturers produce their hearing aid speakers in many different shapes and sizes; it would be most efficient for them to produce the Retrofit's plastic sleeves to fit their own particular speaker designs. They could then monetize and distribute the *Gruv Button™ Retrofit* through all the clinics, as an accessory to their hearing aids.

Each Ear LLC itself does not have the capability to produce the sleeves in the volume and variety needed to satisfy expected demand in today's marketplace.